2014 Telecommunications Survey Analysis

Abstract

In November 2014 a customer service survey for Telecommunications was created with Qualtrics. The campus was solicited for their satisfaction of Telecommunications and the results were collected over a period of several weeks. An initial glance at the results suggests that most campus Telecommunications customers are satisfied with the level of service provided. Despite the generally positive results, some elements of Telecommunications were pointed out as being sub par. Telecommunications can use these results to make improvements to better serve the campus community.

Survey results

32 individuals started and all completed the survey. As you can see in figure 1, the clear majority of respondents were faculty or staff, with a small number of respondents that classified their employment as other also participating. No student workers responded to this survey.
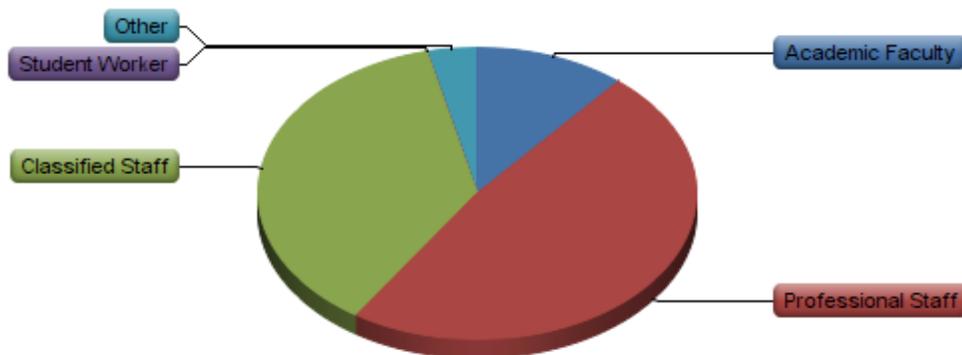

Figure 1 – Who took the survey

In addition, the survey was designed in such a fashion as to not allow the survey taker to skip any questions, they were able to list N/A as a valid response. In most cases this presents few if any problems, it does however, result in what may seem like inconsistent totals at times.

This report will focus on three areas, Services, Repairs, and Overall Satisfaction. In reviewing and analyzing the data from these three series of questions I believe we can best illustrate and address areas of deficiency.

Services

Respondents were asked to rate 6 Telecom services; Cost of telephone service, Accuracy of billing, voicemail, campus operators, instruction manuals, repairs, call trees, and UCCX . The scale used to rate the services was; Very Satisfied, Satisfied, Somewhat Satisfied, Dissatisfied, Very Dissatisfied, Somewhat Dissatisfied and N/A.

In Figure 2 we can see that survey takers responded favorably all areas with majority of respondents answering either Very Satisfied or Satisfied or somewhat satisfied if you omit the N/A responses. There was a high number of N/A responses these figured were calculated without those responses.

- 78.5% responded in the satisfied range regarding cost of telephone service

- 64.5% responded in the satisfied range in response to accuracy of billing

- 92.5% responded in the satisfied range regarding voicemail

- 93% responded in the satisfied range in response to the campus operators

- 88% responded in the satisfied range regarding instruction manuals

- 86.5% responded in the satisfied range regarding repairs

- 89% responded in the satisfied range in response to call trees

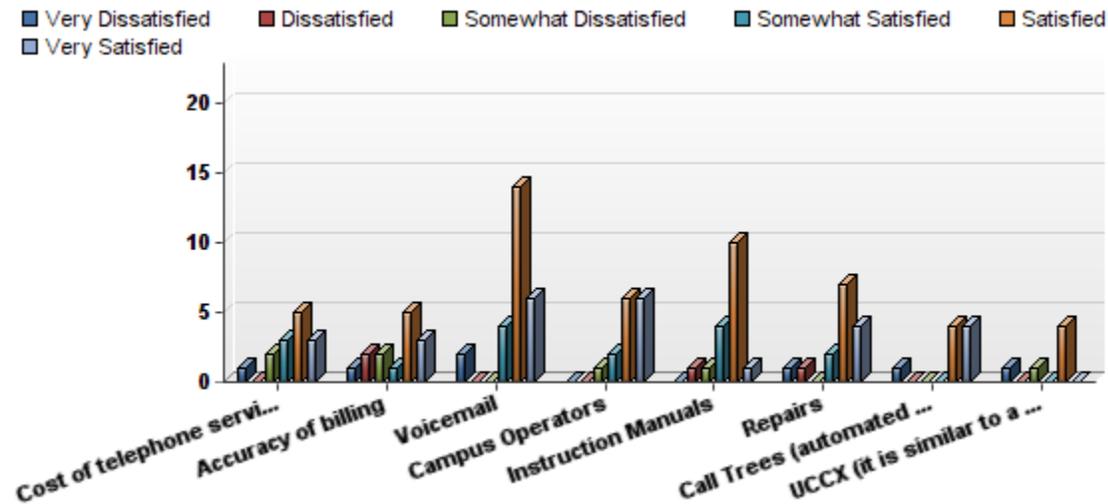- 66.5% responded in the satisfied range in regarding UCCX

Figure 2 – Service Ratings

When respondents were asked about quality of transmission 96% responded with very good and good, only one response accounting for 4% rated it as fair, and there were no poor responses.

Accuracy of billing is an area that requires improvement. When asked about accuracy of billing, almost a third of the respondents answered that they were dissatisfied.

- 35% responded in the dissatisfied range

- 2 comments were made about accuracy of billing in the comments section of areas we could improve.

    - "Billing. It should not take 2 months to change billing"

    - "Increase billing accuracy"

Repairs

Satisfaction of repairs was broken down into two sections, repairs and installations. The results seen in figure 3 show that the campus was satisfied will all aspects of repairs. Thirteen people responded to the series of questions regarding repairs. Figure 4 shows the responses regarding installations. Results for installations were unanimously in the satisfied or neutral range, only 5 respondents answered this series of questions.

Repairs:

69% responded in the satisfied range in reference to the Timeliness of Repairs.

84% responded in the satisfied range regarding the quality of the repair.

53% responded that they were either Satisfied or Very Satisfied about the repair cost

83% responded in the satisfied range regarding ease of the repair process

93% responded in the satisfied range when asked about the technician that made the repair

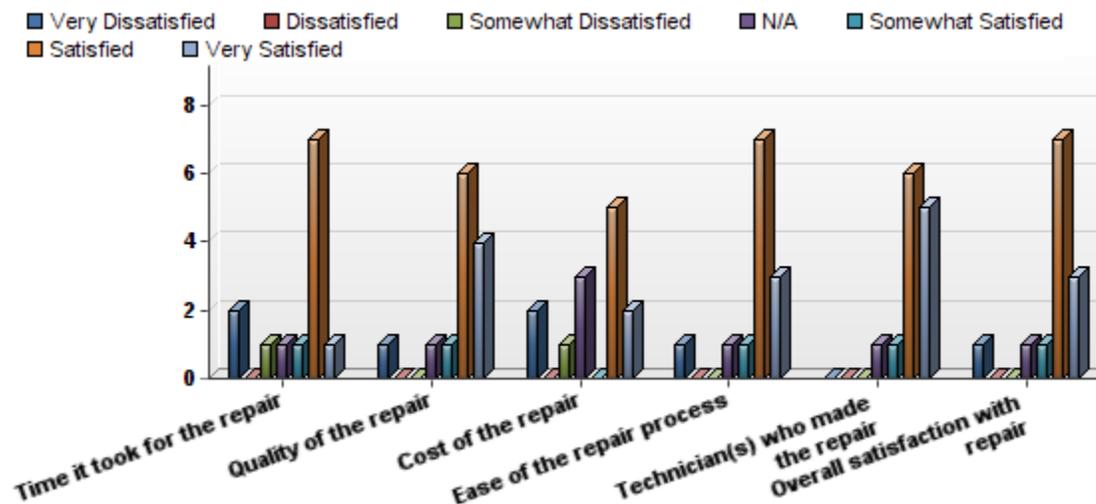85% responded in the satisfied range in reference to overall satisfaction

Figure 3 – Repair Ratings

Installations:

40% responded with satisfied, while 60% were neutral regarding timeliness of installation

40% responded with satisfied, while 60% were neutral regarding the quality of installation

100% responded neutral regarding the cost of installation

40% responded with satisfied, while 60% were neutral when asked about the technician that preformed the install

40% responded with satisfied, while 60% were neutral regarding overall satisfaction of installations

Figure 4 – Installation results

Wireless

All respondents answered in the satisfied or neutral range, when asked about their satisfaction with AT&T as our campus wireless provider. Twenty one participants answered this question. Results can be found in Figure 5.

10% responded with very satisfied

33% responded as satisfied
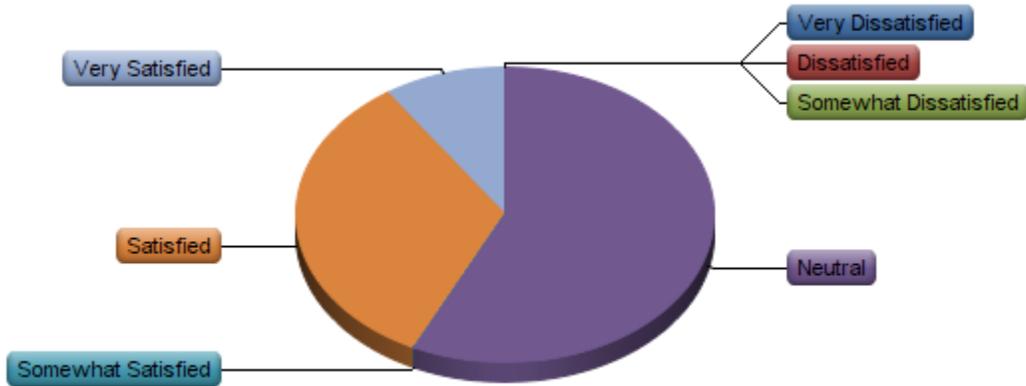
57% responded as neutral

Figure 5 – Wireless Ratings

Overall Satisfaction

When respondents were asked about overall satisfaction with telecommunications services 83% of participants answered in the satisfied range, either very satisfied, satisfied, or somewhat satisfied. Only 9% responded as somewhat dissatisfied, there were no dissatisfied or very dissatisfied responses. Neutral responses accounted for 9% of responses as well. These results can be seen in Figure 6.
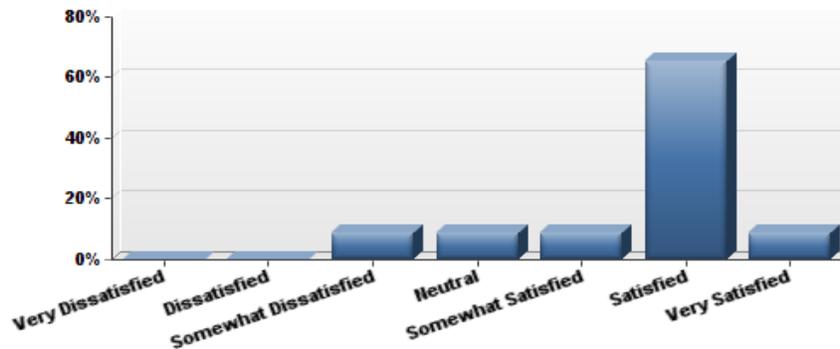

Figure 6 – Overall Satisfaction

Responses to Comments

The participants were asked four questions that allowed the participants to respond with text comments. The following represents selected comments and the department responses related to the comments indicated

Question # 1 – If you did not find the information that you were looking for, what kind of information would you have liked to find on the Telecommunication's website?

Comment: Why a "702" number is billed as a long distance call.

Response: These calls are known as INTRALATA long distance call. INTRALATA is also known as "local toll" or "local long distance." These are calls that originate and terminate in the same Local Access Transport Area (LATA), but still require a 1 + in order to complete them. Your local carrier is allowed by law to reserve a geographic area (not more than 50 miles) around your home for intralata calls NOT passed to your long distance carrier. These areas (in some localities called "zones") are typically listed in the front of your local phone book.

All of Clark County is area code 702/725, yes area such as Laughlin, Mesquite, Overton, Mt. Charleston and Indian Springs continue to be considered long distance by UNLV's telephone service provider. If you have to dial 1 to complete the call, regardless of the area code it is considered long distance.

Question # 2 - If rated poor or fair, how could the Telecommunication's website be improved?

Comment: For instance, it says you can request to be able to forward your campus phone to a cell phone but it doesn't tell you that it is limited to a 702 number. And it should explain why.

Response: The ability to forward a phone off campus is not reserved for the 702 area code exclusively. Telecom apologizes that incorrect information was disseminated. Since a non 702 area code would incur a long distance charge, additional programming would have to occur, but the telephone system is able to transfer calls to any number. Please place a work order to Telecom and a technician can complete the programming to make this possible.

Question # 3 – Are there any services that are currently not offered by Telecommunications that you would like to see?

Comment: Expand the services offered by Telecom to include a fax bank, easy to use conference call capability, and online communication/conferencing.

Telecommunications is a service center, as such investment in new products would require any expense incurred due to additional investment to be paid for by users or through increased monthly service charges. Given the recent budget reductions experienced by the university, Telecom is reluctant to increase rates for customers and does not possess the necessary reserves to invest in services that are not capable of being sustainable.

Comment: Clearer information on employee discounts for personal phones.

Response: The following information will be added to UNLV Telecom's webpage in response to the comment.

As part of UNLV contract for wireless service, faculty and staff are eligible for discounts, under personal accounts, from several carriers. Please contact the carrier for details.

Employee Discounts

AT&T	▪ 15% for employees of eligible government agencies through the AT&T website: https://www.wireless.att.com/business/authenticate/ ▪ Please contact Brandon.Villigan@att.com for additional details.
T-Mobile	▪ 10% for employees (available through the T-Mobile Discount Program Web site) ▪ Please contact Fred.Simonds@t-mobile.com for additional details.
Verizon	▪ Employee Liable Discount of 18% for WSCA agencies; 25% discount on all accessories when you order through the website: http://www.verizonwireless.com/b2c/employee/eleuLanding.jsp ▪ Please contact Edie,sandro2@verizonwireless.com for additional details.
Sprint	▪ 15% for employees of eligible government agencies through the AT&T website: http://now.sprint.com/save/?ECID=vanity:save ▪ Please contact Thomas.Root@sprint.com for additional details.

Comment: I don't have VOIP, but I'd love to see visual voice mail and visual telephone directory if I ever get VOIP

Response: The capital outlay required to transition to VoIP is very significant and since Telecom is a service center the existing rate of $8.00 per month for phone service as well as federal regulations do not allow Telecom to build a reserve large enough to pay for a VoIP transition. The transition could be completed using a phased approach and Telecom has been working with vendors to identify the cost of a full campus VoIP transition, but without an increase in service rates or funding allocated from another source, a transition is not likely in the next few years.

Comment: These old phones have got to go!

Response: UNLV Telecom does not supply most telecommunications equipment for use by departments. Telecom is a self-sustaining unit, and operates in a manner designed to recover most costs for services only. In order to keep the monthly rate low, equipment cost for handsets are not factored in the monthly rate. Departments are responsible for purchasing their own desk telephones and headsets. Telecom is responsible for repair problems with line, but not for the desk telephone and/or headset connected to the line. If repair calls result in a problem with desk phone or headset. Telecom does not charge for the repair call.

For more information about the cost to replace an aging device, please visit the Telecom service catalog at: http://telecom.unlv.edu/services/nortel/service_catalog

Question # 4 - What areas of improvement do you feel that Telecommunications should make to provide better services to the UNLV campus community?

Comment: Improve the design of your survey questionnaires.

Response: Telecom has received several comments about the survey and will revise the survey based on the feedback received.

Comment: Conference call capability

Telecommunications is a service center, as such investment in new products would require any expense incurred due to additional investment to be paid for by users or through increased monthly service charges. Given the recent budget reductions experienced by the university, Telecom is reluctant to increase rates for customers and does not possess the necessary reserves to invest in services that are not capable of being sustainable.

Telecom is exploring conference calling options that exist through on campus solutions or through contractors.

Comment: Train the existing techs instead of using a contracted co; you have a great crew whose talents you are wasting.

Response: Telecom technicians have opportunity to attend training on both the Cisco and Avaya platform however, they are not certified and the process for certification can be challenging as well as expensive. The onsite technician for UNLV must be certified and having a non-certified technician cannot perform all of the tasks needed on the university's Telephone system or risk voiding a warranty. Further, the current state classified pay scale for a telecom technician is well below the market rate and a certified technician has not applied for a position with UNLV.

Comment: Expand VOIP/ Switching to an all VOIP network

Response: The capital outlay required to transition to VoIP is very significant and since Telecom is a service center the existing rate of $8.00 per month for phone service as well as federal regulations do not allow Telecom to build a reserve large enough to pay for a VoIP transition. The transition could be completed using a phased approach and Telecom has been working with vendors to identify the cost of a full campus VoIP transition, but without an increase in service rates or funding allocated from another source, a transition is not likely in the next few years.

Comment: Billing. It should not take 2 months to change billing/ Increase billing accuracy

Response: Telecom agrees with this sentiment. The challenge that Telecom encounters in billing corrections, especially for Long distance and Wireless is because both of those services are billed after the end of the billing cycle so it can take two cycles to get this information corrected. Even further complicating the wireless billing process is the fact that the wireless billing cycle occurs mid-month creating an additional month delay in making corrections. There needs to be improvement in the billing process and we have identified this as a priority for us. We will evaluate the current process and systems to see where the improvements can be made.

Comment: Online voicemail and more integration with IT/ Get all lines on the same system rather than multiple phone systems.

Response: In order to deploy Unified Communications UNLV Telecom would have to upgrade the telephone switch to a more contemporary platform. The capital outlay required to transition to VoIP is very significant and since Telecom is a service center the existing rate of $8.00 per month for phone service as well as federal regulations do not allow Telecom to build a reserve large enough to pay for a VoIP transition. The transition could be completed using a phased

approach and Telecom has been working with vendors to identify the cost of a full campus VoIP transition, but without an increase in service rates or funding allocated from another source, a transition is not likely in the next few years.

Analysis

The survey results indicate a general level of satisfaction with Telecommunications service to the campus. There are areas, such as accuracy of billing, where there is an indication that service levels should be improved. Despite the indicated general level of satisfaction noted, I feel it prudent to point out that the sample size for the survey is relatively small, and the number of respondents accounts for only a small percentage of the campus faculty and staff community.